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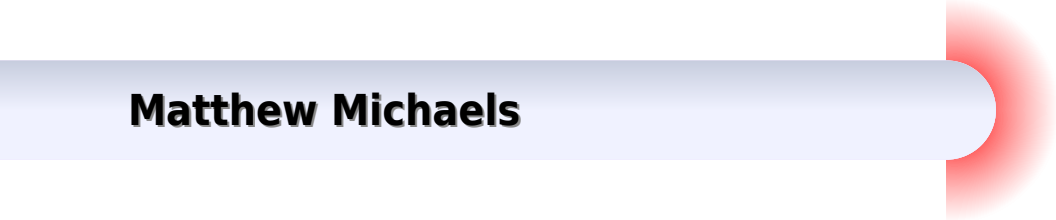
Search Engine Optimization concepts
even your grandma could understand



WRITTEN & ILLUSTRATED BY CANDY PHELPS

Grow Your Seo Search Engine Optimization Concepts Even Your Grandma Could Understand

Matthew Michaels



Grow Your Seo Search Engine Optimization Concepts Even Your Grandma Could Understand:

Grow Your Seo Candy Phelps, 2015-04-05 Search Engine Optimization is a highly technical field that is constantly changing Outsourcing SEO is too expensive for small businesses but until now it has been intimidating for entrepreneurs to delve into this field on their own In **Grow Your SEO** Candy Phelps truly makes Search Engine Optimization easy to understand and even fun to read about In this beginner's guide to SEO readers will learn exactly what to do to optimize their websites for Google and what not to do Phelps leads readers down the right path of timeless SEO techniques that will lead to lasting Search Engine Optimization results Phelps uses gardening as a metaphor for search engine optimization throughout the book and beautifully illustrates the many parallels between gardening and SEO This lowers the barrier of entry into the complex world of SEO for entrepreneurs Technical concepts are transformed into simple language and memorable actionable advice Phelps introduces readers to tools and resources used by SEO professionals to track progress view competitor's website authority ranking and perform keyword research The book includes valuable tips tricks and ideas that you can use today including 25 Ideas For Your Blog Content 15 Ideas To Drive New And Repeat Traffic To Your Website 12 Important Backlinks Access to Additional Free Online Resources These are the concepts that will be explained in detail in the book 1 Introduction Search Engines and SEO 2 The Anatomy of a Search Engine Results Page SERP 3 Why Is SEO So Important A New World of Marketing 4 The Gardening Metaphor 5 Quantity Quality Is Most Effective Quality Content User Engagement 6 Relevance is Imperative Research Audience 7 Organization Is Important Architecture Organization 8 Good Design Gets You Far Design Audio Visual Content 9 Easy Access Is Crucial Speed Responsive Design Accessibility 10 Longevity Is an Advantage History Authority 11 Reputation Is Everything Backlinks Social Media WHO IS THIS BOOK FOR This book is for beginners who are trying to improve their ranking on Google This was written for Entrepreneurs Business owners Marketers Freelancers [SEO Mastery](#) Graham Fisher, Do you want to learn secret strategies and the most up to date SEO strategies for getting your business or website to the top of Google If so then keep reading Do you have problems optimizing your website for higher rankings Learning up to date link building tactics Not knowing the inner workings of Google's ever changing algorithm Or being unable to use social media or web analytics for multiplying your results If you do within this book many of the top leaders in the field have shared their knowledge on how to overcome these problems and more most of which have 10 years worth of experience In **SEO Mastery** you will discover A simple trick you can do for getting local businesses ranking higher with SEO The best way for being able to find Money keywords that will send more customers to your site The one secret white hat link building method for doubling your monthly users to your site Why using pay per click advertising is the most cost efficient way to get the biggest bang for your buck Understanding why some people will fail to make SEO work And much much more The proven methods and pieces of knowledge are so easy to follow Even if you've never heard of SEO before you will still be able to get to a high level of success So if you don't just want to transform your

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HUGE but what about the competition You can type any word or phrase in the search box and Google s will throw up millions of links in a matter of seconds Will your target audience go through all of them Definitely NOT In fact less than 20% of searchers bother going to even the second page of the search results The only way your online business or website is going to get noticed is if you are on the FIRST page The only thing that can help you achieve this is search engine optimization or SEO You can set up a simple website for less than 700 But how do you get people to know that your internet business exists Of course your current customers can be informed about your site But wouldn t you like to grow your customer base What if there was a way to make your business stand out and not go unnoticed What if this way was the most cost effective internet marketing strategy STOP firing in the dark It s time you adopted a focused and powerful strategy for your website Get to know about the single most powerful marketing tool that you can implement with ease Learn the no risk way to become world famous Let the professionals teach you how to increase relevant traffic to your website Avoid the mistakes that are most commonly made and protect your business from being categorized as spam by search engines Learn about the most cost effective way of getting ahead of competition You invest once and reap the benefits for years to come Improve your page ranking boost your sales and increase your profits Let people who are actively looking for your product find you easily Learn how to attract the right traffic and analyze their behavior to convert more and more visitors into buyers Give the visitors to your website the best user experience and keep them coming back Get a deeper insight into the workings of search engines Make your website a benchmark for user experience and conversion Position your business for long term success **Learn Seo** Darren Varndell,2014-10-31 SEO Books for 2015Have you ever wanted to learn how to tap into the vast stream of FREE traffic offered by Google and other major search engines but found it too complicated or confusing Well you are not alone If you have looked into Search Engine Optimization SEO techniques but failed to get the traffic your website deserves you know that learning SEO can be confusing especially for a beginner There is a lot of advice available online but much of it is out of date too technical or involves spammy software techniques or services Learn SEO Beginners Guide to Search Engine Optimization brings you an easy to understand step by step beginner s guide to learning search engine optimization based on years of experience in the industry and fully up to date for the SEO challenges that face webmasters for 2015 and beyond In a series of easy to follow tutorials you will learn how to Uncover the traffic generating money making keywords for your market or niche Search Engine Optimize your website or blog to tap into maximum traffic from major search engines Use dozens of effective insider optimization techniques that normally take years of learning to master Create quality content that your website readers and search engines will love Use Social Media Marketing SMM to boost your website audience and brand Enhance the quality and speed of your website Google loves fast sites with quality content Troubleshoot ranking problems and penalties Providing clear explanations on every important ranking factor and other vital aspects of Search Engine Optimization you can improve your rankings boost traffic and ultimately sales by learning the straight forward SEO

techniques presented in this book If the SEO practices you have been putting your faith in were produced prior to September 2012 you could be following outdated advice that will get your site penalized or even removed from the Google index completely Google made some major algorithm changes in 2011 and more significant changes in 2012 with further updates rolled out in 2013 and 2014 Google has declared war on some previous Search Optimization strategies that were accepted as standard practice for SEO prior to 2012 that could now be considered black hat or simply no longer effective Learn SEO 2015 Edition will show you what you can do safely in order to boost your search rankings and outlines the practices you should avoid during the process Use the Look Inside option above for a preview **SEO For Dummies** Peter Kent, 2015-10-26 Your fully updated guide to search engine optimization Packed with tips tricks and secrets SEO For Dummies shows you how to create and maintain a website that ranks at the top of search engines and drives high volume traffic Using plain English explanations and easy to follow instructions this friendly guide helps you come to grips with search engine basics what they are which ones are important and how to get started and build a search engine friendly site SEO is an integral part of getting a site to rank in the various search engines in order to attract potential customers In the new edition of this bestselling guide to search engine optimization you ll learn the ins and outs and best practices of successful SEO in order to make your website content more search engine friendly so that it ranks higher among searches and draws the masses Covering the latest information on pay per click options using social media to boost your profile and managing your platform and reputation to positively impact your search engine rankings this hands on guide is the fun and friendly place to start learning how to move your site to the top of the rankings Develop a search strategy and use local search capabilities Build sites that increase your search visibility Analyze results with updated tracking tools Maximize content marketing strategies If you re asking yourself the essential question of how do I get people to visit my site you ve come to the right place [SEO 101](#) , Unlock the full potential of your online presence with SEO 101 Understanding the Basics for Online Success your comprehensive guide to mastering the art and science of search engine optimization Whether you re a budding entrepreneur a seasoned digital marketer or a passionate blogger this book is meticulously designed to equip you with the essential tools and knowledge to elevate your website s visibility attract targeted traffic and achieve lasting online success Why SEO Matters for Your Online Success In today s digital age having a stunning website or an exceptional product is not enough Without effective SEO strategies your online efforts may go unnoticed amidst the vast sea of competitors SEO is the cornerstone of digital marketing enabling your website to rank higher on search engine results pages SERPs thereby increasing your chances of being discovered by potential customers Comprehensive Coverage of SEO Fundamentals SEO 101 dives deep into the core principles of search engine optimization breaking down complex concepts into easy to understand language Here s what you ll discover inside Keyword Research Mastery Learn how to identify and target the right keywords that your audience is searching for Understand the importance of long tail keywords and how they

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- 1 How SEO Works A high level overview so that you can make better decisions
- 2 A Strategic Approach to SEO Selecting keywords with the sweet spot qualities those that will actually bring you new customers AND those that you are able to rank for
- 3 Web Presence Not Website Ensuring your website has the tools needed to rank
- 4 Executing SEO How to rank and how to institute the right habits within your organization to automatically grow your search traffic forever
- 5 Measuring Your Progress How to know what is working what needs some more attention and how well you are doing

There are also four bonus appendixes along with several checklists and worksheets Who This Guide Is For This book is for the entrepreneur executive or marketer who values clarity and effectiveness We put this book together to share a practical system that was designed and proven through our agency Juicy Results to reliably expand a company s online visibility It doesn t matter what type of business you run what your role is or how long you have been online There are two main prerequisites for this system to work You need to have a real differentiated business that adds value to your customers lives If you are unsure whether you fit this criteria see this

article You need to be willing to follow the plan and spend the time and creative effort to implement these habits in your company

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complex topic into easy to follow beginner friendly language to help you to apply what you learn as soon as you put it down

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Decoding **Grow Your Seo Search Engine Optimization Concepts Even Your Grandma Could Understand**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Grow Your Seo Search Engine Optimization Concepts Even Your Grandma Could Understand**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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